

# iBlue Conclusive Conference

## 18<sup>th</sup> December 2019, Marseilles, France

### iBLUE

### Newsletters

### PREVIOUSLY

Policy protocol: a useful  
tool for project  
transferability

### WHAT'S HOT

iBlue Conclusive  
Conference

### COMING SOON

iBLUE: a plan for project  
results transferability

The Interreg Med iBLUE project “Investing in sustainable blue growth and competitiveness through 3-Pillar Business Model (3-PBM)” comes to an end, after 3 years of collaboration, which saw the participation of nine European partners from Albania, Cyprus, Croatia, France, Greece, Italy, Portugal, Slovenia and Spain, in the effort to improve the competitiveness of yachting sector in the Mediterranean area, guaranteeing environmental, economic and social sustainability.

In these three years, the objective followed by the iBLUE project, co-financed by the European Union, has been to present an evolutionary approach for sustainable innovation of the business models of companies operating in the yachting sector, implementing efficient solutions in order to increase their competitive advantage.

The Conclusive Conference, organized by KEDGE Business School with the support of the University of Udine, lead partner of the project, was held in Marseilles, at the KEDGE Business School inside the Campus de Luminy on Wednesday 18 December.

The program, after the welcome speech by the dean of the faculty and the KEDGE Business School team, included a first overview of the project and the consortium. Lucia, from UNIUD, after greetings all partners and thanked them for the active participation in these three years on the project, showed the video of iBLUE project.



*Welcome speech by Kedge Business School*

Afterwards, it took place the presentation of the project results with a focus mainly on the results coming from the local companies that were involved in the pilot phase of the project. Primarily, Boris from STEPRI started retracing Activity 4.4 – Validation through pilot actions and

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iBLUE Project

Activity 4.5 – Pilot actions monitoring and evaluation. It was retraced the 3PBM methodology and its validation through 12 pilot actions. After, Elizabeth presented the transnational vision of tools and results, giving a vision on the pillars, the sub pillars and the indicators.

The event continued with a Keynote Speech, held by Jana from UP, on the concepts of Business Model and sustainability, key elements of the iBLUE project.

Finally, a panel session on best practices and actions, between the members of the partnership, took place. This session was mediated by Alexandra, from RCDI, with the aim of confronting each other and in order to share results, perspectives and potential future activities.



*Partnership members involved in the panel session*

The Conclusive Conference ended with a final speech with greetings and acknowledgements given by Maria Groueva, Lucia Cicerto (UNIUD) and Richomme Huet (KEDGE).



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